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62.61

1949

**SPECIAL SNAP****LIBRARY RECEIVED**

FEB 14 1948

We can again give you IMMEDIATE DELIVERY on the following clean, healthy, topped and branching Snaps in Vita Bands which are just right for immediate benching.

There should be a good demand for Snaps this spring and if you have them, they'll help to give you some extra sales when flowers are still not too plentiful.

You may have some empty benches you'd like to FILL NOW!

**DON'T DELAY! ORDER TODAY!**

**PRICES:** Your selection of varieties \$45.00 per 1000.

Our selection of varieties \$40.00 per 1000.

5% Discount for Cash With Order.

- 2800 Afterglow
- 2900 Ball Gold
- 1000 Ball Lavender
- 3800 Ball's Supreme Red
- 1900 Ceylon Court
- 4000 Cheviot Maid Reselected
- 750 Early Cincinnati
- 2700 Glorious
- 800 Klondike Supreme
- 2300 New Cincinnati
- 3300 Peggy Schumann
- 1300 Rose Queen
- 2200 Schuman's Lavender
- 900 St. Louis Pink
- 1000 Christmas Cheer @ \$60.00 per 1000

P. S. Should you be needing any Snaps later, we'll be shipping them right on thru February, March and possibly April.

**GENEVA FLORAL COMPANY**

**Box 173**

**GENEVA, N. Y.**



# MUM CUTTING ORDER SHEET FOR 1949

**To: GENEVA FLORAL COMPANY**

**Box 173**

**Geneva, N. Y.**

Date \_\_\_\_\_

Ship to: \_\_\_\_\_

Shipment wanted \_\_\_\_\_

Ship by:

Railway Express ☐

Air Freight ☐

Air Express ☐

**PRICES: Not less than 100 of a variety at prices listed below;  
50 or 75 of a variety add 1c per cutting.  
25 of a variety add 2c per cutting.**

(See Page 2 of Price List for additional information before ordering)

Quan.	Variety	Price per 100	Amt.	Quan.	Variety	Price per 100	Amt.	Quan.	Variety	Price per 100	Amt.
_____	Adelaide.....	\$4.50	_____	_____	Hilda Bergen.....	\$4.50	_____	_____	Richard Mandel.....	\$4.00	_____
_____	Albatross.....	4.50	_____	_____	Imp. Honey Dew.....	5.00	_____	_____	Rodell Improved.....	4.00	_____
_____	Ambassador.....	4.50	_____	_____	Imp. Tobins Late Yel.	5.00	_____	_____	Roman Bronze.....	4.00	_____
_____	Arcadia.....	4.00	_____	_____	Imp. Yel. Chattanooga	4.00	_____	_____	Sea Foam.....	4.00	_____
_____	Barcarole.....	4.00	_____	_____	Indianapolis Bronze..	4.50	_____	_____	Sea Gull.....	4.00	_____
_____	Beautiful Lady.....	4.00	_____	_____	Indianapolis Pink....	4.50	_____	_____	Silver Ball.....	4.00	_____
_____	Betsy Ross.....	4.00	_____	_____	Indianapolis White...	4.50	_____	_____	Silver Sheen.....	4.00	_____
_____	Blazing Gold.....	4.50	_____	_____	Indianapolis Yellow..	4.50	_____	_____	Smith's Early White..	4.00	_____
_____	Bronze Goldsmith....	4.50	_____	_____	Indianola.....	4.50	_____	_____	Smith's Late White...	5.00	_____
_____	Bronze Masterpiece...	4.00	_____	_____	Irene.....	4.00	_____	_____	Snow.....	4.00	_____
_____	Bronze Supreme.....	4.00	_____	_____	Jemima.....	4.50	_____	_____	Sunglow.....	4.00	_____
_____	Captain Cook.....	4.00	_____	_____	Jessie.....	4.00	_____	_____	Sungold.....	4.00	_____
_____	Cardonia.....	4.00	_____	_____	Jewell.....	4.00	_____	_____	Sunnyside.....	4.00	_____
_____	Cassandra.....	4.50	_____	_____	Justrite.....	4.00	_____	_____	Susanne Miller.....	4.00	_____
_____	Catherine.....	4.00	_____	_____	Legal Tender.....	4.00	_____	_____	The Titan.....	4.00	_____
_____	Chattanooga.....	4.00	_____	_____	Lillian Doty.....	4.00	_____	_____	Thyra.....	4.00	_____
_____	Cordova.....	4.00	_____	_____	Little America.....	4.00	_____	_____	Usona.....	4.00	_____
_____	Dk. Pink Jewell.....	4.00	_____	_____	Major Bowes.....	4.50	_____	_____	Valencia.....	4.00	_____
_____	Dk. Pink Norma.....	4.00	_____	_____	Marie DePetris.....	4.00	_____	_____	Vibrant.....	4.50	_____
_____	Dk. Pk. Orchid Queen	6.00	_____	_____	Marketeer.....	4.00	_____	_____	White Anemone.....	4.50	_____
_____	Dk. Pink Supreme....	4.00	_____	_____	Mary Lennon Hall...	4.00	_____	_____	White Dot.....	4.00	_____
_____	Dk. Pink Valencia...	4.50	_____	_____	Masterpiece.....	4.00	_____	_____	White Mensa.....	4.00	_____
_____	Debonair.....	5.00	_____	_____	Mefo.....	4.50	_____	_____	White Mistletoe.....	4.00	_____
_____	December Glory Lg...	4.00	_____	_____	Monument.....	4.00	_____	_____	White Norma.....	4.00	_____
_____	December Gold.....	5.00	_____	_____	Mrs. Kidder.....	4.00	_____	_____	White Supreme.....	4.00	_____
_____	Detroit News.....	4.50	_____	_____	Mrs. Roy.....	5.00	_____	_____	William Turner.....	5.00	_____
_____	Dorothy Turner.....	5.00	_____	_____	Norma.....	4.00	_____	_____	Yellow Ambassador...	4.50	_____
_____	Edwin Seidwitz.....	4.00	_____	_____	Nuggets.....	4.00	_____	_____	Yellow Arcadia.....	4.00	_____
_____	Enchantress.....	4.00	_____	_____	Oak Leaf.....	4.00	_____	_____	Yellow Beauty.....	4.00	_____
_____	Firebird.....	4.50	_____	_____	October Bronze.....	5.00	_____	_____	Yellow Bushnell.....	4.50	_____
_____	Freida.....	4.00	_____	_____	October Pink.....	5.00	_____	_____	Yellow Daisy.....	4.50	_____
_____	Friendly Rival.....	4.00	_____	_____	Orchid Beauty.....	5.00	_____	_____	Yellow Dot.....	4.00	_____
_____	Garnet King.....	5.00	_____	_____	Orchid Queen.....	4.00	_____	_____	Yellow Fellow.....	4.50	_____
_____	Garza Supreme.....	5.00	_____	_____	Pink Chief.....	4.50	_____	_____	Yellow Garza Supreme	5.00	_____
_____	Gladys Pearson.....	4.00	_____	_____	Pink Dot.....	4.00	_____	_____	Yellow Irene.....	4.00	_____
_____	Gold Coast.....	5.00	_____	_____	Pink Treasure Island..	4.00	_____	_____	Yellow Mefo.....	4.50	_____
_____	Golden Mrs. Ross.....	4.00	_____	_____	Pixie.....	4.00	_____	_____	Yellow Monument...	4.00	_____
_____	Golden Pearson.....	4.00	_____	_____	Princeton.....	4.50	_____	_____	Yellow Rolinda.....	4.00	_____
_____	Golden Spray.....	4.00	_____	_____	Priscilla.....	5.00	_____	_____	Yellow Sea Gull.....	4.00	_____
_____	Gold Lode.....	4.00	_____	_____	Queen of Pinks.....	4.00	_____	_____	Yellow Snow.....	4.00	_____
_____	Goldsmith.....	4.50	_____	_____	Red Daisy.....	5.00	_____	_____	Yellow Supreme.....	4.00	_____
_____	Good News.....	4.50	_____	_____	Red Princeton.....	4.50	_____	_____	Yellow Turner.....	5.00	_____
_____	Granite State.....	5.00	_____	_____	Revelation.....	4.00	_____	_____	Yolanda.....	4.00	_____
_____	Helen Frick.....	4.50	_____	_____							

May we substitute? Yes ☐ No ☐

Special Instructions:

(Signed) \_\_\_\_\_

*Dear Customer:*

We want to express our sincere appreciation to you for your past orders and we are looking forward to serving you again this year.

We are happy to mail you our new Mum Price List for 1949. We are enclosing a new Handy Order Sheet which should save you time in making out your order and will enable us to handle your orders promptly and more efficiently.

This year we have literally doubled our mum stock inventory so that we may be better prepared to serve you.

Again we are offering our regular customers our **SPECIAL EARLY ORDER DISCOUNT OF 10% FOR CASH WITH ORDER ON OR BEFORE FEB. 5, 1949**, for delivery during May, June, or July.

By your taking advantage of this special offer, we will have a better opportunity to have the varieties you prefer ready for you at the time you want them. Usually many varieties are not available later in the season because of the heavy demand for them from early orders.

We have changed our price schedule this year as you will notice on page two of our list. We believe they will meet your approval, especially if you take advantage of this **EARLY ORDER CASH DISCOUNT**. Our prices are similar to or better than the jobbers' with the possible exception of small orders for 25 of a variety.

When you deal **DIRECTLY WITH THE GROWER**, we can **SAVE YOU MONEY** on your Mum Cutting needs this year.

Because our stock plants have been rested, we feel we are in a position to give you **CLEANER, STRONGER, HEALTHIER and MORE VIGOROUS, DISEASE-RESISTANT** cuttings. These cuttings are rooted in sterilized sand. Packed by experienced help and shipped to reach you in good condition.

If you live a considerable distance from Geneva, N. Y. and near a commercial airport, we suggest that you consult with your local **AIR FREIGHT** Agent in regard to Air Freight rates. Compare them with the Air Express and Railway Express rates before ordering to see whether you would consider the **SAVING IN TIME** en route worth the additional air charges.

*Sincerely yours,*

**GENEVA FLORAL COMPANY**

P.S. If you should be unable to send the money with your order now but could send it in 30 or 60 days, let us know and we will gladly extend the discount period especially for you.

*(See Snap Specials on the back of this order sheet)*